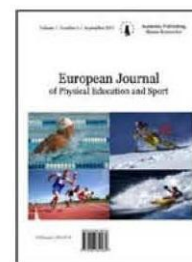


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The Olympics-2014 Voluntary Service Project: A Unique Resource for the Systemic Support of a Healthy Lifestyle for Russian Youth

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Abstract. The Olympics-2014 voluntary service project is a unique system-forming element in the development of the institute of volunteerism in Russia. The creation of an infrastructure for volunteer preparation will become one of the major legacies of the 2014 Olympic Games. The implementation of the project opens up new vistas in the way of adopting educational programs oriented towards promoting a healthy lifestyle within the youth environment and popularizing the values of volunteerism across the various strata of Russian society.

Keywords: volunteering; youth; Healthy Lifestyle; Olympic values.

Introduction. It is undisputable, that Winter Olympic Games in Sochi 2014 are a true catalyst for volunteering in Russian regions. It provides favorable opportunities for implementation of systematic approach to volunteer programs. National Olympic project forms social order for training of so-called “elite of volunteering”, which can unite many thinking representatives of Russian Society. New form of youth volunteering culture is an effective way of personal self-realization that attacks common problems of youth environment. Volunteering in combination with Olympic values promotion opens new opportunities for propagation of healthy lifestyle which is fundament for national security of Russia.

In December 2010 Volunteer Centers of 26 educational institutions became the winners of completion “Volunteer Centers of Russia” and were awarded by Olympic Committee and Ministry of Sport, Tourism and Youth Politics. 25 Russian universities and 1 college obtained a status of Olympic Volunteer Centers and established Centers for Olympic and Paralympics Volunteering in Sochi 2014.

That competition covered 11 areas: “Transportation”, “Medicine”, “Doping Control”, “Service for Delegations, Olympic Teams, Protocol and Linguistic Service”, “Technologies”, “Ceremonies”, “Press and Communications”, “Accreditation and Administration”, “Service”, “Event Service and Work with Viewership”, “Paralympics Specifics”. Program of Olympic volunteer training is one of the important innovative and large-scale projects during the preparation for Winter Olympic Games in Sochi 2014. Dmitriy Chernyshenko, president of Olympic Committee Sochi 2014, pointed out that competition of volunteer centers involved volunteers from Archangelsk to Pyatigorsk and from Saint-Petersburg to Vladivostok.

Qualitatively new stage in the volunteer movement concerned with preparation for Olympic Games, requires a thorough analysis of recent experience of regional volunteer programs in the sphere of propagation of healthy lifestyle. The main directions of coordination between Volunteer Centers are:

- Promotion of volunteer values and popularization of the basics of healthy lifestyle in youth environment;
- Integration the principles of service-learning into the process of education;
- Realization of joint projects in the sphere of counteraction to addictive dependences;

- Dissemination of the best experience of volunteering.

In 2011 1729 articles in journals and newspapers, 101 reports on federal and 41 reports on regional TV channels were devoted to the program of preparation volunteers for Sochi 2014. All those publications, in one manner or other, raise the question of necessity for systematic support of information campaign for healthy lifestyle in Russian society. Volunteer Centers established all necessary infrastructures:

- Laws and regulations;
- Staff and equipment;
- Logistics of volunteer involvement;
- Application of the principles of project design;
- Approbation of control points system;
- Effective project communication.

All volunteer activities behind a schedule were fixed during the monitoring and will be taking into account in future. Volunteer Centers has detailed plans for involvement of new young volunteers, local project activities. It worked out methodological guidelines for motivation of volunteers and integration project results into educational process. Volunteer Centers actively communicate with regional authorities, which are responsible for social sphere and youth politics. Directors of Volunteer Centers organize press conferences for regional mass-media. For the first time, unique social frameworks that have huge potential for dissemination of positive ideas and values and spreading the ideology of healthy lifestyle created in Russia. Educational and methodological base of Volunteer Centers is actively used for public service advertising of the healthy lifestyle and resistance to different forms of deviant behavior of youth.

Web-page “Volunteer Centers of Russia” is an important information resource on Olympic volunteering. It includes a huge amount of materials on propagation of healthy lifestyle. Action “1000 Olympic Lessons” was performed within marathon “1000 Good Works”. Active volunteers in collaboration with Olympic and Paralympics sportsmen hold large-scale flesh-mobs “Olympic Drill” that gathered thousands of people. Volunteer Centers of Krasnodar, Moscow, Ufa established on the base of medical institutions took part in a number of social actions on diagnostics of old people and donorship. Tver State University’s Center for Volunteer Program Development in collaboration with League of Nation’s Health performs a large-scale action “1000 Steps on the Stairs for Good”. Among the action activities are “Olympic Community Day”, flesh-mobs in educational institutions of the city of Tver aimed for propagation of volunteering and healthy lifestyle.

Centre of Volunteer Program Development hosted scientific and practical conference “Volunteer Programs as a Resource of Development and Systematic Support of Healthy Lifestyle among Russian Youth”. The outcome of the conference is hard evidence of importance of volunteer resources in propagation of healthy lifestyle. Conference summarized recent experience of volunteer work in different regions of Russia and outlined main directions for future achievements in the sphere of volunteering.

Volunteer Centers “Sochi 2014” became the champions of volunteering and promotion of health values in Russia due to participation in large-scale projects: “1000 Days until the Olympic Games in Sochi”, International Volunteer Camp “Volunteers Academy”, First Meeting of the Olympic Volunteers, Second International Peacekeeping Camp “Generations for Peace”, International Day of Volunteer.

“We are highly impressed by the fact that organizers of Winter Olympic Games in Sochi gave people from different Russian regions opportunity to feel them as a part of Olympic project. In the point of fact all country became a fan club of Olympic Games and was involved in preparation activities” – said J.K.Killy, president of Coordination Committee of International Olympic Committee.

Educational program of Sochi 2014 Olympic and Paralympics Volunteer’s Training open new perspectives for dissemination of ideology of healthy lifestyle as a system of value orientations. The idea of health became the mean of mastery for mass and personal awareness.

The system of Olympic education “Sochi 2014” stipulates three levels of development and realization of education products and programs: popular, academic, and professional. On the popular level it is important to share Olympic and Paralympics values, events and facts with wide audience. The volunteer activity is an effective way for popularization of sport and physical culture as a base for healthy lifestyle. During the Olympic lessons volunteers made acquaintance of people with Olympic values and heritage, sports, talismans that will stay with Olympic location after the finishing ceremony. The lessons were accompanied by bright flesh-mobs and sports activities.

All volunteer activities are an interactive form of public service announcement of healthy lifestyle for youth. Volunteer programs are a kind of mediation using the information on big-time sport achievements as a communicative resource for prevention addictive dependences.

Volunteer Centers of Sochi 2014 took part in 474 education projects on Olympic and Paralympics issues. People became more aware of the importance of developing barrier-free environment and society of equal facilities, got an experience of interaction with handicapped people.

Acquaintance with values of Paralympics is an incentive bringing up of positive life attitudes in youth environment and forming responsibility for health as a resource of personal and professional growth. Volunteer programs "Sochi 2014" can be characterized as an attempt to create new image of "hero of our time" – healthy and successful man that come even to the social service.

Volunteers of "Sochi 2014" actively help to children's houses, rehabilitation centers, nursing homes and people in need. Moscow volunteers organized joint exhibition of handicapped people and students "The Time for Equal Facilities", hold charity concerts in the benefit of children suffered of cancer, lectured on issues of alcoholism and drug addiction, propagate immunization of children in children houses. The celebration of the Day of Retired People was also supported by the volunteers. Volunteer projects "What does it mean to live with disability?" and "Speaking Hands" meant for help to disabled children, got a high social resonance.

All facts mentioned above gave the opportunity to form motivation types of volunteers and describe its values:

1. Self-regulation (independent thoughts and actions, constant desire of man to be autonomous and independent) – personal discipline, wisdom, gratitude and unity with nature.
2. Stimulation (completeness of life feelings; newness of life, vital for the sustainability of life activity) – life full of content, consciousness of existence, creativity, aesthetic delight, self-support and freedom.
3. Achievement (personal success; competence, according to commonly acknowledged standards) – intellect, health, commitment, independent goal-setting.
4. Safety (stability, security, harmony of society, family and personality) – peace, social order, social justice, equality, respect for elders, fidelity to traditions.
5. Conformity (restriction of personal actions and inducements that are affects social norms) - obedience, moderation, submission, reputation, honesty, politeness.
6. Benevolence (aspiration for psychological comfort in inner circle, people welfare) – safety of family, friendship, commitment and responsibility, integrity of inner world.
7. Self-orientation (feeling of personal harmony) – personal consent, personal care, freedom.

Conclusions. Establishment of the infrastructure for Olympic volunteer's training laid the foundation for development of volunteer movement in Russia. The system of volunteer training seems to be the key element of Olympic heritage of Sochi 2014. At the same time that infrastructure is a vital resource of information campaign on healthy lifestyle in contemporary Russia.

УДК 79

Волонтерский проект Олимпиады 2014 – уникальный ресурс системной поддержки здорового образа жизни российской молодежи

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Аннотация. Волонтерский проект Олимпиады 2014 – уникальный системообразующий элемент развития института волонтерства в современной России. Создание инфраструктуры подготовки волонтеров станет важнейшим наследием Игр 2014 года. Реализация проекта открывает новые возможности внедрения образовательных программ поддержки здорового образа жизни в молодежной среде, популяризации ценностей добровольчества в различных слоях российского общества.

Ключевые слова: добровольчество; молодежь; олимпийские ценности; здоровый образ жизни.